

The Janesville Gazette

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MEMBER OF ASSOCIATED PRESS

WEATHER FORECAST.



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DAILY EDITION	
TERMS OF SUBSCRIPTION	
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One Week	.15
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One Year	\$5.00
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GAZETTE NOVEMBER CIRCULATION

Sworn circulation statement of the Daily Gazette circulation of November, 1914.	
Copies	Copies
1. Total number of copies of this publication printed during the month	164,107
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10. Total number of copies of this publication not printed during the month	0

Sworn and sworn to before me this 1st day of December, 1914.

O. C. HOFFMANN, Notary Public.

My commission expires July 20, 1918.

WHY OPTIMISM?

George Olin Smith, director of the United States Geological Survey, in optimistic to say the least. Speaking before the American Mining Congress at Phoenix, Arizona, he asks the question, "Why Optimism?" Then he answers his own question by saying: "The interruption of international trade stopped our exports of cotton and copper and our imports of dynamite and other goods. The important industries were paralyzed. Yet startling as has been this disturbance of the whole balance of our country, certain fundamental facts and laws remain for us to build upon and indeed the lower course of foundation stones for optimism has already been laid.

"Evidence of business betterment is before us on every hand, and the reasons for optimism are many. The United States has never had a five billion dollar crop and there is a five billion dollar market for all our surplus foodstuffs; already our grain is pouring across the Atlantic. The millions of men who are fighting are not working, and yet these horrid soldiers must be clothed and equipped as well as fed. Foreign orders have started factory operation which at once tends to relieve the stagnation in the domestic trade. The steel situation has turned from serious depression to rapid improvement, and the whole mineral industry may soon expect to share in this general business improvement.

"Today the financial horizon is so nearly cloudless that the prophets of bad weather have little upon which to base their predictions. The new federal banking system makes the money market more elastic and more responsive to the needs of the country. The extension of credit is now possible without the veto power remaining in the hands of a small group of big men. Still another reason for belief in business betterment is the recognition, now becoming widespread, of the general interdependence of big business and the general public. On the one side, the people are realizing that they are and have been in reality the silent partner in big business, and now that there has come the crisis of a new organization that will in large part prevent monopolistic centralization, the people are interested in getting their share of returns that can come only with cooperation at a profit. On the other hand, the managers of the large corporations are beginning to see that a certain financial security goes with public confidence, and that the attitude of the public so recently expressed thirty years ago in a place in railroad financing does not pay dividends today.

"Of course optimism is apt to go to extremes. Already we are hearing such expressions as 'trade boom,' or 'unparalleled in history' and 'avalanche of prosperity,' and even hard-headed business men are quoted as thus characterizing the present situation. All this kind of talk indicates that a period of over-optimism may threaten us, a condition that in consequence of the American temperament, can be anticipated. While European countries have been mobilizing their armies and calling to the field of battle their reserves of soldiers, America has mobilized its credit and begun to send forward to the market place its great reserves of foodstuffs and minerals.

"Secretary Redfield recognizes three periods of business conditions, naturally following the declaration of war on August 1st—those of shock, stimulation and readjustment. These three must be expected to affect in

the same order all branches of American business, though the transition from one period to the next may not be simultaneous in all branches. Thus for several weeks after war was declared, the exportation of wheat fell the shock and thousands of carloads accumulated at eastern ports. With cotton the period of shock has been longer, but stimulation of exports has now begun. With copper the resumption of sales to Europe seems slow in coming, but come it must, for in the modern world, whether at war or at peace, the red metal is a necessary of life.

"As we look toward the south we find that our commerce with South America for the last four years has been on-extended to the extent of an unfavorable annual trade balance averaging more than thirty millions of dollars. The fact that the balance of trade is against the United States in two of the three 'ABC' countries should be taken only as an invitation to export more. And that thirty millions suggests the chance for further development of trade relations. We need meat and hides from Argentina, tin ore from Bolivia, rubber and coffee from Brazil and Venezuela, nitrate from Chile, platinum from Colombia, cocoa from Ecuador, wool from Peru and Uruguay. What can we export in exchange?

"To increase industrial prosperity this country needs products and machinery from abroad. The importation of raw materials rather than finished goods is the key to industrial expansion. Bottoming of industrial conditions can come best through expansion of manufacturing. The increase of the element of labor in the product exported will mean that we are not bartering away our heritage of natural resources but rather that we are using those resources as a basis for the expenditure of labor, which means wealth.

"Coming down to human facts, the United States will profit by the European war only in the nation market larger and wider use of its mineral resources. Foreign markets in the main can be won and held only as the quantity or quality of the 'Made in America' product rivals that of the goods offered by the other producing nations. The buyer, whether he be in the East or in South America, wants the most and the best for his money. Yet it would seem a safe rule of national conduct that industry should begin at home, and therefore every industrial opportunity in America should be improved. If these opportunities are recognized and grasped every one of us can indulge in optimism."

NABOTH'S VINEYARD.

The Wall Street Journal, which has been one of the many newspapers in this country that have voiced its opinion against the invasion of Belgium by the army of the German emperor, now backs up its attitude by quoting from the bible to answer all critics. In introducing the paragraph it says the quotations can be found in a book which he apparently invokes often than he reads:

"And it came to pass that Naboth the Jezreelite had a vineyard, which was in Jezreel, hard by the palace of Ahab, king of Samaria. And Ahab spake unto Naboth saying, Give me thy vineyard, that I may have it for a garden of herbs, because it is near unto my house; and I will give thee for it a better vineyard than it; or, if it seem good to thee, I will give thee the worth of it in money. And Naboth said to Ahab, The Lord forbid it me, that I should give the inheritance of my fathers unto thee."

"They proclaimed a fast, and sat Naboth on high among the people. And there came in two men, children of Belial, and sat before him; and the men of Belial witnessed against him, even against Naboth in the presence of the people, saying Naboth did blaspheme God and the king. Then they carried him forth out of the city, and stoned him with stones, that he died. Then they sent to Jezreel, saying, Naboth is stoned, and is dead. And it came to pass, when Jezreel heard that Naboth was stoned, and was dead, that Jezreel said to Ahab,

"Arise, take possession of the vineyard of Naboth the Jezreelite, which he refused to give thee for money; for Naboth is not alive, but is dead. And it came to pass, when Ahab heard that Naboth was dead, that he took possession of it."

"And the word of the Lord came to Elijah the Tishbite, saying, Arise, go down to meet Ahab, king of Israel, which is in Samaria; behold he is in the vineyard of Naboth, whither he is gone down to possess it. And thou shalt speak unto him, saying, Thus saith the Lord, Hast thou killed, and also taken possession? And thou shalt speak unto him saying, Thus saith the Lord, In the place where dogs licked the blood of Naboth shall dogs lick thy blood, even thine."

"And Ahab said to Elijah, Hast thou found me, O mine enemy? And he answered, I have found thee; because thou hast sold thyself to work evil in the sight of the Lord."

"The parallel between Kaiser Wilhelm and King Ahab is not exact. Their domestic relations are quite different. And besides, Naboth was dead when the 'annoyance' took place while King Ahab of Belgium is very much alive.

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OUR National Opportunity LESSONS for AMERICA from the WAR

REASONS FOR NATIONAL THANKSGIVING

By George H. Benedict.

When we recount our blessings this Thanksgiving, we are apt to feel more grateful even than in former years. While we cannot forget those in Europe who have been so sorely smitten with the plague of war, we are grateful to Providence for sparing us to enjoy continued peace.

Even the minor business trials we have recently endured only serve to make us more thankful that we have the good will of the world and a chance to ride on the great oncoming tide of prosperity.

Secretary Redfield of the department of commerce puts the case well for us in these words:

"On many sides mills are busy and factories running full time or overtime, the number of unemployed is steadily getting less. The coming winter throws no such dark shadow before us as was feared a few weeks ago, and the statement is beginning to be heard here and there that goods cannot be delivered as promptly as they are wanted because the factories are too busy. The world abroad, both that part of it which is in arms and that which is at peace, is turning toward America for a large portion of its supplies, and the phrase 'buy it in America' has come to have a potency that has hitherto been lacking."

"The improvement in conditions, however, is not wholly due to the war. Great and growing as our exports are, they form but a small portion of all of the total business that is going on and which is constantly increasing. A knowledge that products can be sold to finance business and enterprise; these and facts like these have brought fresh confidence into our markets at the same time that foreign buyers have entered them."

Postmaster Cunningham also proffers a bit of advice in regard to the matter of holiday mail which it would be well to follow. The requirements of the postoffice department always are fixed to the utmost every Christmas season. Persons with holiday packages to mail do not always make allowances for this, with the result that in the last hours there is much congestion, many gifts intrusted to the postoffice falling to reach their recipients in time. This confusion can be remedied by doing your Christmas mailing, as well as your shopping, early and affixing to packages intended for Yuletide gifts the "Don't open until Christmas" label.

Persons should be warned not to listen to every tale they hear, not to believe all idle gossip and then pass judgment upon individuals merely on hearsay evidence. The truth often does enough injury but the tongue of gossip can blast more careers than even loaded bullets.

The Milwaukee Journal is really taking itself seriously in seeking to discover who compose the Homo Rule Congress is now in session again and will complete its billion dollar program without winking an eyelash. There never was such an opportunity for hungry democrats to get their fingers in the national treasury and never will be again, hence the haste.

In making your Christmas appropriation do not forget the appeal of the Associated Charities for money and new toys for their Christmas baskets. It is a noble cause and should be responded to liberally.

The Delgiann still need food and it is up to the nations that have to give from their store houses that death may not come to the unfortunates in that country.

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READY FOR DISTRIBUTION FOOT AND MOUTH DISEASE BOOK-LET.

A 16-page booklet giving the history and every available bit of information regarding the foot and mouth disease. It is compiled from the United States Government and State Agricultural records and is said to be the most comprehensive account in existence. Every farmer and stock man should have this information and the GAZETTE has secured 1000 copies for distribution among its friends and patrons. A copy will be sent you on receipt of 5c stamp to cover postage and cost of handling.

GAZETTE PRINTING CO. JANESVILLE, WIS.

If you are looking for help of any kind, read the Want Ads.

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MYERS THEATRE

TONIGHT

THE FIRST AND ONLY AUTHENTIC PICTURES OF THE European War

TAKEN BY EDWIN F. WEIGLE, STAFF PHOTOGRAPHER, CHICAGO TRIBUNE.

Showing Actual Fighting on the battlefields of Belgium. 50% of the proceeds devoted to the Belgian Red Cross Society.

2--DAYS--2

TONIGHT and Wednesday, Dec., 8th and 9th. Matinee and evening. All seats 25c.

MULLIN'S BIG INDOOR CIRCUS

In addition to War Pictures at each Performance

FOUR PERFORMANCES DAILY:

2:00 and 4:00 o'clock afternoon. 7:00 and 9:00 o'clock evening

SPECIAL CHILDREN'S MATINEE

On Wednesday afternoon at 4:15, we will hold a special school children's matinee at 10c which in addition to the War Pictures will include Mullin's Big Indoor Circus.

IF IT ISN'T AN EASTMAN, IT ISN'T A KODAK.

KODAK

It's the little, intimate, everyday home scenes that make up the home story we would like to keep.

The KODAK will keep just that picture story for you. And the taking is fun.

We carry only the best and best known in all lines. That's why we sell only the genuine Eastman goods. There's nothing "just as good."

Kodaks, \$5.00 and upward
Brownies, \$1.00 to \$12.00.

SMITH'S PHARMACY

THE REXALL STORE
Kodaks and Kodak Supplies.

2UDORA

Day after tomorrow you will see how, and why, I am assigned to my tremendous task; you will see, too, my solution of the mystery of the Spotted Collar. In twenty weeks I will solve twenty baffling mysteries, which will hold you more keenly even than the Million Dollar Mystery did. On my solution of these mysteries hangs the outcome of my strange romance.

MAJESTIC

and Lyric Theaters

MAJESTIC

James Cruze playing Hiram All in Zudora, Thanksgiving's Greatest Photoplay

Rehberg's

Christmas stocks at highest point of completeness now and exceptional values rule. The holidays are almost here and Christmas gifts will readily suggest themselves if you visit this great Christmas store. The splendid readiness of our immense stocks now makes selection a pleasure. Never has Rehberg's succeeded displaying so early in the season, such a magnificent array of goods suitable for gifts. We have positively outdone ourselves.

Amos Rehberg Co.

Janesville's Greatest Clothing and Shoe Store.

Corner Milwaukee and River St.

PRINCESS THEATRE

TODAY'S FEATURE

MILLER BROS. 101 RANCH presents

THE MEDICINE BAG

a thrilling story of Redskins, Paleface.

BANDIT OF DEVIL'S GAP

A powerful drama full of action.

ADMISSION 10c.

This is the "Speeder"

ANSCO Cameras

answer most Christmas problems. Initiate some one this year into the pleasurable and profitable pastime of picture-taking. At \$2 to \$55 there is an Ansco for every purse, person or purpose. We are always glad to assist you in your selection.

Red Cross Pharmacy

MATERIAL ON WINTER TRAVEL ARRIVING AT GAZETTE OFFICE

The Gazette Travel Bureau is daily a receipt of time tables and literature from the various railroads offering advantages to the winter tourist and this material is free to the public at this Bureau of Information.

California Raisin Bread

Fresh Tomorrow 10c for a large loaf

Order Early

COLVIN BAKING COMPANY

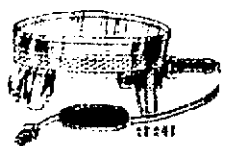
Where to Select Your Gifts



Make It An Electrical Xmas



The following list of useful and sure to please Xmas gifts are on display in our show rooms.



DESK LAMPS



PIANO LAMPS



BOUDOIR LAMPS



STUDENTS' LAMPS

FLOOR LAMPS

ELEC. TOASTERS

ELEC. PERCOLATORS

ELEC. HEATING PADS

ELEC. RADIATORS

ELEC. IRONS

and many other useful gifts, flash lights, Delta Hand Lamps, etc.

Janesville Contracting Co



OPEN EVENINGS

These late will help you choose Christmas gifts. We have gifts for everyone and because of our low rent the prices are lower for the same quality.



Mesh bags, \$1.00 to \$1.50

10% Out on All China

This is new and all imported and painted china. But we have too much. Vases, urns, bric-a-brac, watches, brooches, lockets, La Vallieres, necklaces, brooches, pins, rings, and chains, cuff buttons, scarf pins.

FOR BABY

Gold baby bracelets, 50c up.
Gold baby pins, 50c up.
Gold slippers, buckles, 50c up.
Baby rings 75c to 1.50.

Olsen & Bogardus
126 6th Exchange.

BOUQUET JEANICE

THE MOST EXQUISITE AND ALLURING PERFUME.

Representing the blended odors of the most fragrant flowers, it has that lasting quality to a greater degree than almost any other perfume.

Bouquet Jeanice, 3-oz. bottle, \$1.00.
Bouquet Jeanice, 1-oz. bottle, 50c.
Bouquet Jeanice, 1/2-oz. bottle, 25c.
Bouquet Jeanice, 1/4-oz. bottle, 12c.
Bouquet Jeanice, 1/8-oz. bottle, 6c.

SMITH'S PHARMACY

THE REXALL STORE
Kodak & Kodak Supplies
14 W. Milwaukee St.

Shop Now

Right now is the ideal time to do your Christmas shopping. Our stock is immense in the way of gift articles—serviceable presents as well as toys, china, etc. In fact, we can furnish just appropriate gifts for all members of the family.

We selected our Holiday goods early. Therefore we have the season's best offerings and a lot of them but even so we advise early shopping to avoid being disappointed, as some have already started to buy.

All our goods are marked in plain figures, which assures you of the one-price system. Selections made now can be preserved for later delivery. Mark your shopping tomorrow.

HALL & HUBBELL



Why Not Get Mother

A bright new Shur-on eye-glass or spectacle mounting for Christmas?

Or a pair of our Ever-Lock Glasses?

Optical Shop Gifts

Field Glasses
Opera Glasses
Reading Glasses
Eyeglass Chains
and Beels
Goggles
Telescopes
Lorgnettes
Magnifiers
Pedometers
Compasses
Compass Chart

THE OPTICAL SHOP
Everything Optical.
60 So. Main Street
Next to Carnegie Library.

J.M. BOSTWICK & SONS.

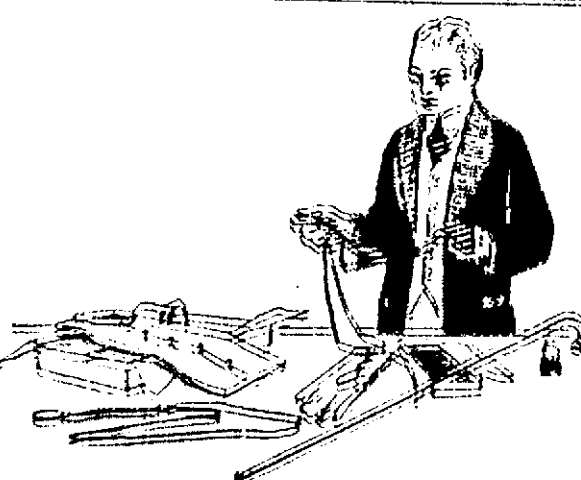


Great Xmas Bazaar Now Open

Our second floor has been transformed into a veritable White City. Several Booths have been erected, each containing some wanted article so that the shopper's task is made easy. One is immediately impressed with the wisdom of this plan and the beauty of the booths when they step out of the elevator.

THE BAZAAR WILL DISPLAY

LEATHER GOODS DAINY NOVELTIES
TAPESTRY PIECES
PILLOWS LINEN PIECES
UMBRELLAS HANDKERCHIEFS
ETC. ETC. ETC.



The Golden Eagle

The Practical Gift Store For Men and Boys

Everything in perfect readiness here to supply the hundred and one different demand of gift buyers. The most sensible articles which any man or boy will appreciate are on display in the various departments.

These Things Are Not Expensive Either

When you choose Neckwear, Shirts, Gloves, Hosiery, Jewelry and a score of kindred articles, you please the recipient without indulging in useless extravagances.

Every Article Appropriately Boxed

PUTNAM'S

Buy Gift China Now and Save 25% On Each Purchase.

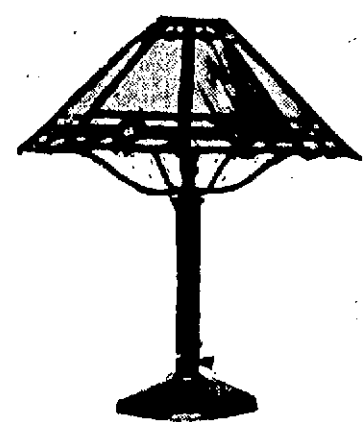
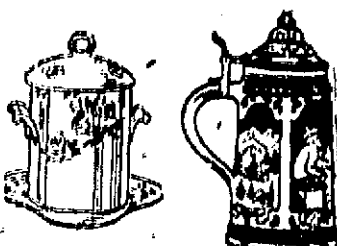
Thousands of Pieces of Fancy Gift China Cut In Price To Afford Rapid Clearance.

We are going to remodel the interior of our store and to make the necessary room we are making the decisive price reduction of 25 per cent on all fancy China.

Buy your gift China now and save money. You'll never again get such a chance to save money on Fancy China. Many of these pieces are from foreign potteries and may never again be duplicated.

Three Special Sale Tables; Articles Marked At Half Price, 25c, 50c and \$1.00

For your convenience we have arranged three special sale tables in the center of the store, on which the articles are marked at half their former selling prices. 50c articles at 25c, \$1.00 articles at 50c, \$2.00 articles at \$1.00. Come in now and get choice selection.



The Long Winter Evenings are the Best in the Year, in the Living Room that is lighted by Portable Gas Lamp.

There is no gift that will be appreciated as much for a Home Gift, for Christmas, as one of our Portable Gas Lamps.

They are beautiful in design and style, and low in price. Come in and let us show them to you. All Lamps sold on deposit payment plan.

Lamps complete, from \$4 to \$35.00.

Make your gift one of usefulness and comfort—buy it at the Gas Company.



These Important Notices are of Interest to Holiday Shoppers

SHOP ON A TRANSFER TICKET—The use of this method will save you much time and enable us to deliver all your purchases in one package—ask clerk for transfer slip.

PARCEL POST PACKAGES may be wrapped and mailed right here in the store. No extra charge for this service, we are glad to do it.

Welcome to our Great Second Floor. Come to The Big Store where you meet your friends.

J.M. BOSTWICK & SONS.

These Important Notices are of Interest to Holiday Shoppers

USE THE RED CROSS SEALS—Put one on every package. The proceeds will help in the fight against tuberculosis—a most worthy cause.

Please try to do your shopping early—early in the day.

Goods purchased now will be held for future delivery and will be sent whenever you say to wherever you say.



GREAT HOLIDAY BAZAAR

Second Floor.

OUR GREAT SECOND FLOOR IS TRANSFORMED INTO A GREAT HOLIDAY BAZAAR

A pleasant surprise awaits all Christmas shoppers who visit this department. Everything is conveniently displayed in booths showing lines suitable for Christmas. Be sure and visit this department, easily reached by elevator or staircase. Good service rendered the Christmas Shopper here. One of the pleasantest rewards of the Christmas Shoppers here is the efficient and prompt service. The development of our organization in this respect puts us in position to suit every demand of the Holiday Season to your complete satisfaction.

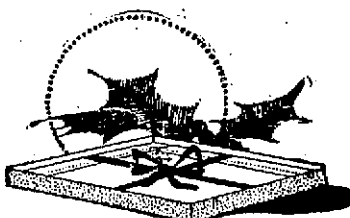
HANDKERCHIEF BOOTH SECOND FLOOR



Handkerchief Booth, second floor. A magnificent handkerchief display, by far the finest we have ever shown. Handkerchiefs—the ever acceptable gift. Women's all linen hemstitched handkerchiefs, at 5¢, 10¢, 15¢ and 25¢.



Women's hemstitched handkerchiefs with white and colored initial, 6 in box, for 60¢. Women's all linen hemstitched handkerchiefs with Long-fellow initial, at 15¢ and 25¢. Women's all linen hemstitched handkerchiefs with embroidered corners, at 15¢ and 25¢. Women's extra fine all linen hemstitched handkerchiefs in white and colors; corners embroidered, also a big assortment of the new wide hem handkerchiefs so popular this season, at 35¢, 50¢, 75¢ and \$1.50.



Women's Madeira and Baby Irish hand embroidered handkerchiefs, at 35¢ to \$2.00. Men's all linen hemstitched initial handkerchiefs, at 15¢, 25¢ and 50¢. Men's all linen handkerchiefs with colored initial, 3 in box, for 75¢. Men's plain all linen handkerchiefs, 10¢, 15¢, 25¢, up to 50¢. Children's handkerchiefs with colored embroidered corners, 3 in box, for 15¢. Children's initial handkerchiefs with colored border, 3 in box, for 25¢. Boy Scout handkerchiefs; something new, 3 in box, for 25¢.



Handbags and Purses for Gifts Booth Second Floor

Gifts in Leather



The kind that are stylish and practical are here, an almost unlimited assortment.

Handbags of black goat leather in crepe and Morocco finish, fitted with purse and mirror, Moire linings, have small pannier handle, at \$1.00 and \$1.50.

Black, Brown and Blue Bags in Seal, Pin Seal, Pin Morocco, Crepe Seal in polished and dull leather, fitted with purse and mirror, also vanity fittings, colored silk Moire linings, plain long shape, \$2.00 and \$3.50.

Handbags in Natural Seal, Crepe Seal, Pin Seal, dull and polished, neatly pleated, fitted with vanity purse and mirror, \$3.50 to \$5.00.

Handbags, finest quality in Pin Seal, dull and polished, plain, pleated and pouchy bags, vanity fittings, silver, gilt and gunmetal trimmings, Pain's double strap handles, at \$5.00 to \$7.00.

We are showing a beautiful assortment of staple handbags in Seal, Goat, Crepe leathers and Natural Seal and Morocco, fitted with card case and purse, leather lining, \$2.00 to \$6.50.

FINGER PURSES—A beautiful assortment to choose from in Seal, Goat, Pin Morocco, Pin and Natural Seal in black, brown and blue, 50¢ to \$2.00.

Black Silk Moire Bags, pannier handles, fitted with purse and mirror, at \$1.25 to \$2.50.

The latest thing in **PARTY CASES**, interior partition with six fittings, at \$4.00, \$4.50 and \$5.00.

PARTY CASES, ENVELOPE STYLE in Pin Seal and fine Morocco, has interior fittings, \$4.50 to \$6.00.

One lot of extra fine handbags, hand tuiled and stitched, at \$12, \$15 and \$18.

Fancy Linens For Gifts Booth Second Floor

Wonderful assortment received for the holidays. Everything in fancy linen is here.

Cluny Doilies, beautiful designs to select from, 6 and 8 inches, at 25¢ to 50¢. Cluny Doilies, 12 and 18 inch, 50¢ to \$1.25.

Cluny Doilies, 24-inch \$2.00 to \$3.50. Cluny Centers, 28 inch, at \$3.00 to \$5.00. Cluny Centers, 36 to 45 inch, \$4.50 to \$12.00. Cluny Scarfs, 45 and 54 inch, \$1.00 to \$5.00.

Handsome linen embroidered scarfs, 45 and 54 inch, at \$1.25, \$1.75, \$2.00 and \$3.25. Embroidered round linen centers, 24 to 36 inch, at \$1.75 to \$5.00.

Embroidered round linen centers, 36 to 54 inch, at \$5.00 to \$7.50. Baby Irish Lace Doilies, 6 to 8 inch, at 35¢ and 50¢.

Baby Irish Lace Doilies, 12 inch, at \$1.25. Baby Irish Lace Doilies, 20 inch, at \$3 and \$3.50. Baby Irish Lace Doilies, 24 inch, at \$5.00.

Linen Scarfs trimmed in lace and insertion, at \$1.50 to \$2.50. Tea Napkins, hemstitched, 15x15 inch, at \$3.50 and \$4.00.

Battenburg Centerpieces, 36 to 72-inch, at \$3.50 to \$7.50. Scalloped 10-piece luncheon set at only \$2.00.

Embroidered luncheon set of thirteen pieces, embroidered in white, blue and green, at set \$4.00. Colored Dresser Sets in pink and blue, set at \$1.50.

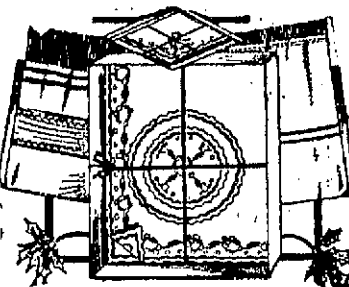
Madira Napkins in plain scalloped and embroidered, dozen \$7.50 to \$12.00. These are only a few of the many fancy linens carried—ask to see them.

Fancy Novelties—Gift Suggestions Booth Second Floor

Work Baskets, 25¢ to \$1.00. Fancy Hangers, including sewing and manicure sets, 25¢ to 75¢.

Doll and Ribbon Pin Cushions 25¢ to 50¢. Beautiful line of needle cases, at 15¢ to \$2.50.

Manicure Sets, boxed or rolled leather cases, 25¢ to \$3.50.



Traveling Cases, Pullman Aprons, Buffers, Files, Slipper Trees, Satchets, Mirrors, Garment Hangers, etc., big assortment to choose from.

Work Basket Findings, Emerys, Wax, Thread Winders, Shuttles, Crochet Hooks, Stilettes, Bodkins, Ivory Needle Cases, etc.

Fancy Holiday Boxes, Seals, Tags, etc.

Empty Christmas Boxes ranging in price according to size at 3¢, 5¢, 10¢ and 15¢.

Seals and Tags, large assortment to choose from, at package 5¢.

Umbrellas Ideal Gifts, Booth Second Floor.

Few more useful or practical gifts could be chosen than a handsome Umbrella. Women's umbrellas in a big assortment of mission handles, at \$1 to \$2. Women's Umbrellas in all silk, also silk and linen, in plain mission and fancy handles, some gold and silver trimmed, others plain carved, \$2.50 to \$6.00.

Suit Case Umbrellas, plain and mission handles, some silver mounted, \$2.50 to \$4.00.

Men's Umbrellas in a big assortment of handles in fine mercerized cloth, also all silk, from \$1.00 to \$5.00.

Children's Umbrellas, at 50¢, 65¢, \$1 and \$1.50.

Fancy Table Covers, Pillows Etc., Booth Second Floor

HANDSOME FOR XMAS GIFTS.

Imported and Domestic Table Runners, Table Covers, Pillow Covers, etc.

Silk Frou Frou Table Squares or Pillow Covers, each at \$1.00.

Runners to match above, each at \$2.00.

Special value in Imported Tapestry Runners, size 20x54 inch, each \$1.95.

Block Print Covers, beautiful French and Austrian printed covers, at 65¢ to \$1.50.

Blankets, Comforters and Bed Spreads, Booth Second Floor

The above always make beautiful gifts. Why not give something practical, useful and serviceable. Beautiful Crib Blankets put up in individual boxes; many new patterns, each 50¢ to \$1.35.

Comforters covered with beautiful silk mull in dainty colors, pink, blue, yellow and helio, ribbon tied, special value at \$3.85.

Bed Spreads—Hundreds of styles and qualities from the inexpensive crochet to the beautiful scalloped satin sets. See the handsome sets we show with scalloped edges and bolster pieces to match. For twin beds \$5.00. Extra large size, \$6.75.

A Few More Christmas Suggestions From Our Second Floor

CAPP'S INDIAN BLANKETS—Genuine wool Indian blankets in rich riotous colors, useful in a hundred ways, size 60x80 inch, at each \$7.50. **BEACON INDIAN BLANKETS**—Heavy wool finish, put up in individual boxes, very heavy, guaranteed fast colors, 66x80 inches at each \$4.00.

Holiday Cretonnes

LOT ONE.

A selection of about 20 choice patterns suitable for Holiday purposes, comprising beautiful Cretonnes, Denims, Chintz and Batten, values from 20¢ to 25¢ yard, special, for 15¢ yard.

LOT TWO.

Your choice of some of the best reproductions of English and French Cretonnes and Dimities, especially appropriate for shirt waist boxes, dresser covers, bed spreads, holiday boxes, shoe bags, laundry bags, and many other uses, all 36 inches wide. Values 35¢ and 45¢ yard, special, yard 29¢. **IT WILL PAY YOU TO VISIT OUR GREAT SECOND FLOOR.** You'll be surprised at the wonderful showing of carpets, rugs, curtains, draperies, bedding, etc. Nothing like it in Southern Wisconsin or Northern Illinois.

